

## CLAIMS

What is claimed is:

- 5 1. A method for causing a female breast to expand upwardly, the method comprising the steps of: forming a linear narrow fold in a lower portion of the female breast, the fold positioned between a nipple of the breast and a bottom of the breast, the fold intrusive into the breast to an extent for causing a breast surface thereabove to expand upwardly the fold defining opposing linear fold lips in joint side-by-side abutment; and securing  
10 the opposing fold lips in abutment.
2. The method of claim 1 wherein the linear fold is made by impressing a pressure rib into the female breast, the securement of the fold lips is made by placing an adhesive tape over the fold lips.
3. The method of claim 1 wherein the linear fold is made by impressing a pressure rib into  
15 the female breast, the securement of the fold lips is made by taping a contact member integral with the pressure rib to the lower breast portion.
4. The method of claim 1 wherein the linear fold is made by impressing a rod into the lower breast portion, and after securement of the linear fold lips, removing the rod in an axial motion.
- 20 5. The method of claim 1 wherein the fold lips are secured in abutment by an adhesive tape.
6. The method of claim 5 wherein the adhesive tape is at least one of being shaped in outline and carrying an indicia so as to assume a recognizable characteristic.
7. The method of claim 5 wherein the adhesive tape is formed as a set of strips placed one above the next in a series of increased lengths.
- 25 8. The method of claim 7 wherein the strips are formed contiguously.
9. The method of claim 1 wherein the female breast is secured by tethering the female breast to an adjacent female breast with at least one elastic tether.
10. The method of claim 1 comprising the further step of controlling the depth and extent of the fold to achieve a desired degree of breast contour change.

11. An apparatus comprising: a non-rigid contact member configured for conforming to the surface of a lower portion of a female breast, the contact member positionable between, a nipple of the female breast and a bottom of the female breast; and, approximately centered on, approximately normal to, and integral with, the contact member, a relatively narrow rigid pressure rib configured for being pushed against, and thereby causing an inward fold in, the lower portion of the female breast with approximately parallel opposing wall surfaces, so as to cause the female breast to expand upwardly for producing a fuller appearance.
12. The apparatus of claim 11 wherein the pressure rib is triangular in shape so as to form the fold progressively deeper downwardly away from the nipple.
13. The apparatus of claim 12 wherein the triangular shape is roughly a right triangle with the hypotenuse thereof established by the intersection of the contact member and the pressure rib; a longer one of a two further sides of the triangle positioned above a shorter one of the two further sides.
14. An apparatus comprising a pair of linear adhesive strips positioned initially so as to form an inverted V-shape and of such length as to engage a lower portion of a female breast extensive between, a nipple thereof and a bottom of the female breast, the strips each providing a means for mutual engagement, the mutual engagement means enabled for drawing the strips into approximately side-by-side jointly fastened abutment when the lower portion of the female breast is caused to receive an inward fold so as to cause the female breast to expand upwardly for producing a fuller appearance.
15. The apparatus of claim 14 wherein the mutual engagement means is at least one of laces, eye and hook fasteners, hook and loop surface fastener material and adhesive strips.
16. The apparatus of claim 15 wherein the adhesive strips are elastic.
17. An apparatus comprising a pair of linear adhesive strips positioned initially so as to form an inverted V-shape and of such length as to engage a lower portion of a female breast extensive between, a nipple thereof and a bottom of the female breast, the strips each comprising plural spaced apart adhesive spots; and a means for mutual engagement between corresponding ones of the adhesive spots of each of the linear adhesive strips,

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the mutual engagement means enabled for drawing the strips toward each other by causing the lower portion of the female breast to receive an inward fold so as to cause the female breast to expand upwardly for producing a fuller appearance.